

# Marketplace Ministry Strategic Planning & Business Development

A Proposal presented by  
Manifesting Kingdom  
Commerce (MKC)

# About Us

## Our Foundation

- ▶ Strong success in entrepreneurship, education and engagement
- ▶ A focus on minority community (especially the African-American community)
- ▶ Facilitating the knowledge & understanding of how to create, maintain, and grow a business
- ▶ 10+ years of Faith-Based Expertise

# Program Overview

Connecting Faith at the Intersection of Business

## Church Entrepreneurship Initiative

- ▶ MKC will work with Church leadership to structure optimal entrepreneurial opportunities to initiate internal & external implementation:
  - ▶ Membership Training & Development
  - ▶ Entrepreneurial Ministry Development
  - ▶ Volunteer/Resource Alignment
  - ▶ Common-Unity (Community) Programming
  - ▶ Leadership Accelerators & Certification

## Church w/MKCo-Op Chapter

- ▶ MKC will facilitate establishing chapter/licensing opportunities w/ministry:
  - ▶ Become licensed to develop a Church Business Incubator hosting mainstream & faith-driven entrepreneurs
  - ▶ Become licensed to develop MKCooperative (Co-Op) Chapter that focuses on development of Kingdom Businesses
  - ▶ Creative Business Support



# Marketplace Ministry Initiative

## The Challenge:

Historically the church (especially black church) has been (and still is) responsible for and vital to the training, raising up, and tutoring of a great number of individuals who go on to become renowned professionals, business owners, or have other support careers that their volunteerism through the church provided the foundation for them significantly contributing to multiple business segments of mainstream industries. And this scenario only represents a small part of the church's influence in business.

However, what happens with these individuals who are trained and tutored in the church once they get older and mature?

They eventually heed the call of their talents to go out and earn a living. They then take their very honed and now valuable anointing, skills, talents, and training to the mainstream industry in order to further develop their careers/professions. In turn, the church sees little to no commitment of the years of those tutored to return to their spiritual roots for the advancement of the Kingdom or the proliferation of the Gospel. The unfortunate aspect of this dynamic is that the church is not an enterprising facilitator of this especially because it's already doing the work.



# Marketplace Ministry Initiative

## The Problem:

In the course of time the church has lost its influence in the culture instead deciding to become market leaders. Because the church has not strategically developed platforms and business units that would allow these anointed people to prosper and grow in the same ways (if not better) than the mainstream marketplace provides.

The church now has to find new ways of not only continuing to train and tutor its so inclined members to develop the gifts and talents of those who are uniquely destined & purposed to glorify God.



# Marketplace Ministry Initiative

## The Opportunity:

The church now has to be responsible for creating platforms, infrastructure, and pathways that it's congregants can then mature into and then lead them to become prosperous forerunners, innovators to be the influence that influences the culture.

Churches can be strategically positioned as marketplace leaders and develop centers that not only train and tutor its members and local communities but also generate multiple streams of revenue in the process. In addition to offering standard ministry services, specific career-advancing educational services can be offered as well.

Manifesting Kingdom Commerce will assist in developing this model for your ministry utilizing Organizational, Business, Community Digital, Lifestyle/Social, and Global Development and strategies.

# MKC DEVELOPMENT MODEL

## Program Sample

Church Resource Alignment

Level 1 Training

Congregant Member Registration

Level 2 Training

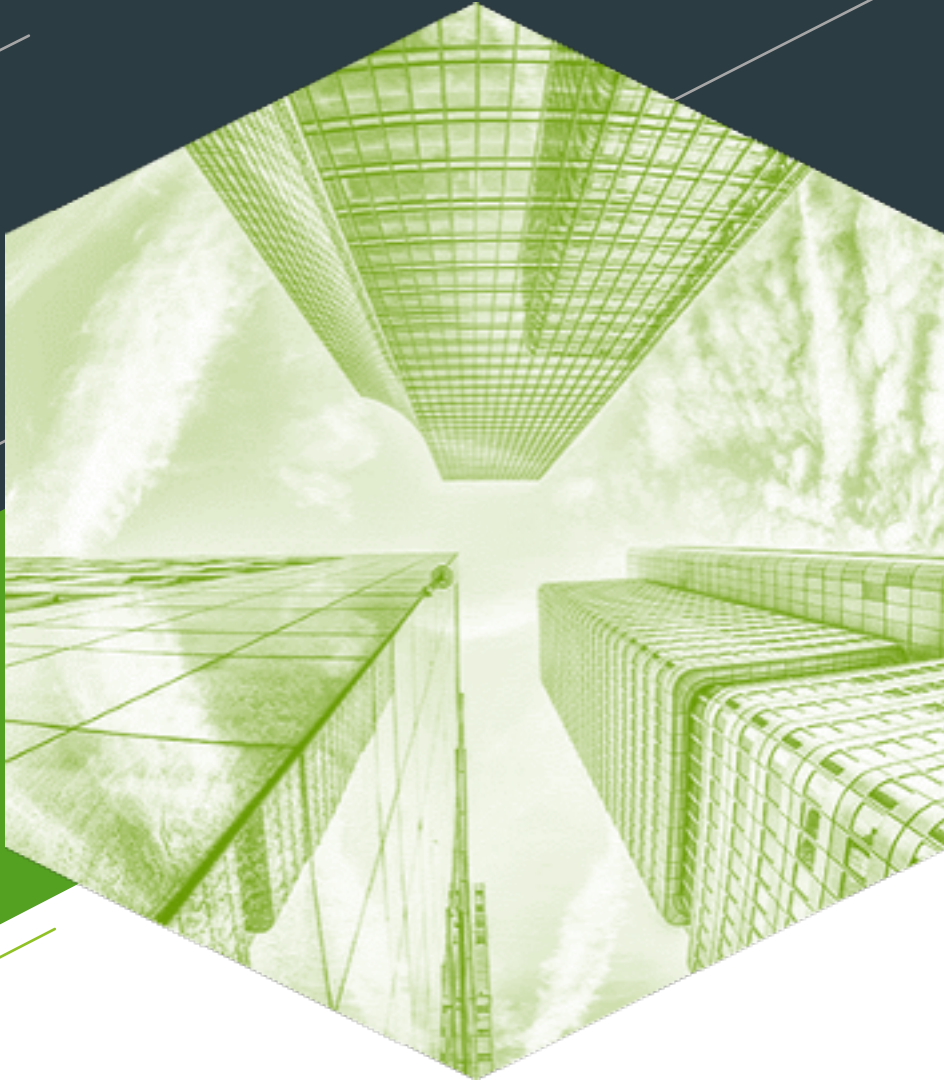
Congregant Assessment

Level 3 Training

Kingdom Project Database Matching

Training Recycle or Exit to Manifest





# Organization Development

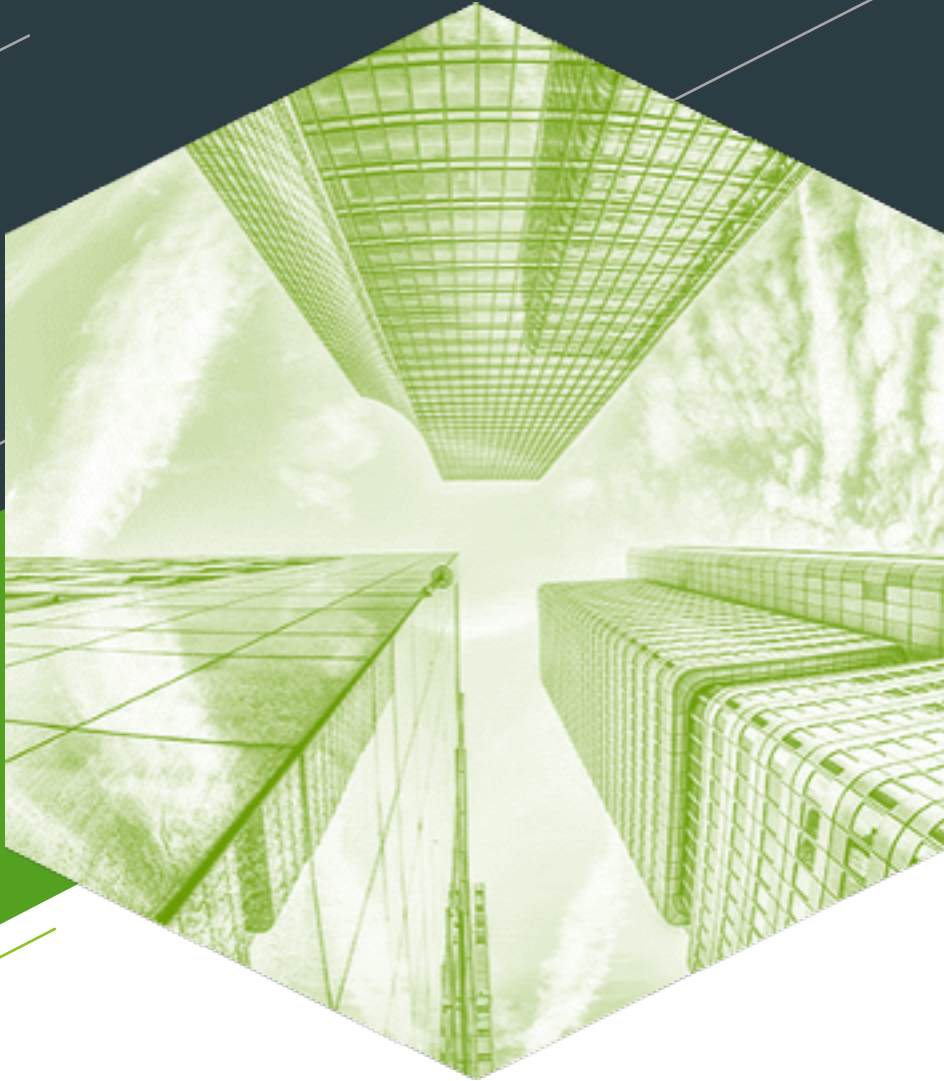
Strategy



# Possible Programming

## Implementation

- ▶ Integrate introduction of entrepreneurship program into church New Members Orientation sessions
- ▶ Develop Skilled Discipleship/Training through volunteerism program
- ▶ Host regular events by the church that empowers & engages entrepreneurship
- ▶ Establish a database tool to connect & communicate internal ministry opportunities with external business needs



# Business Development

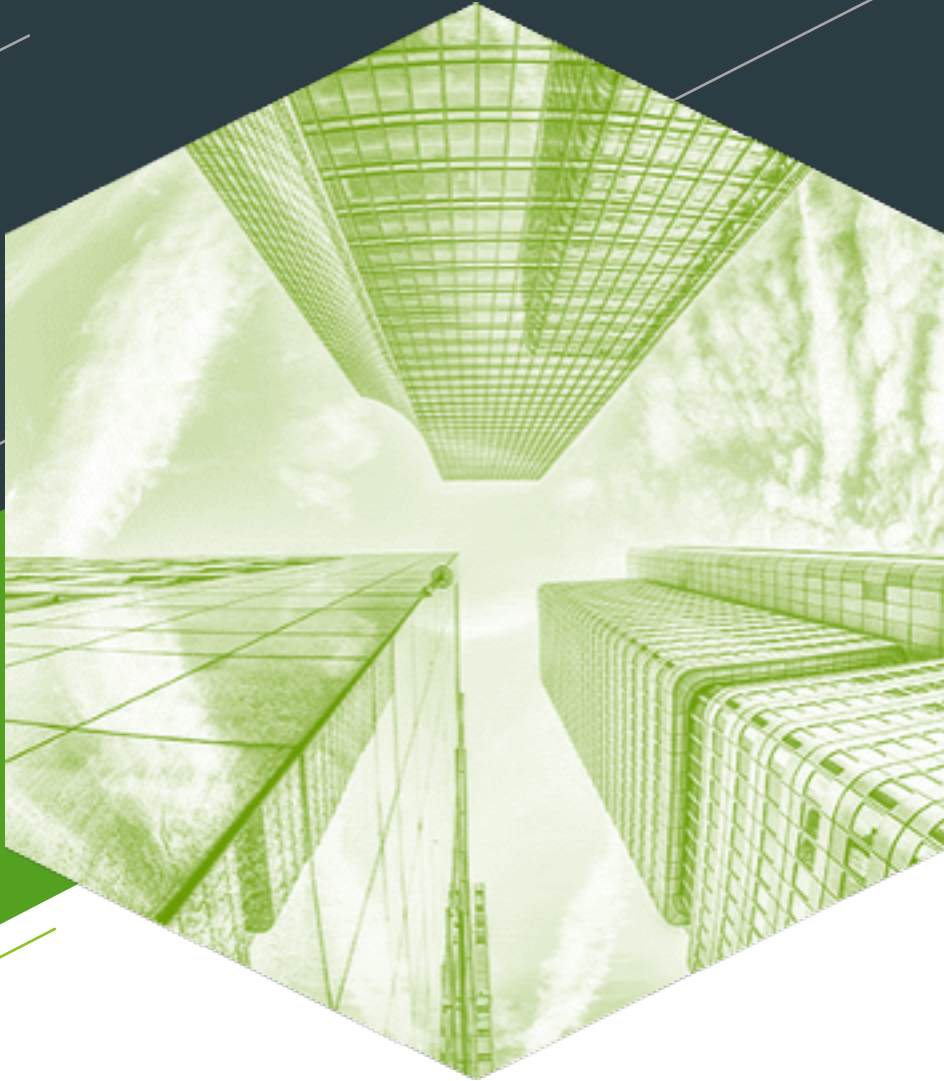
Strategy



# Possible Programming

## Implementation

- ▶ Develop a ministry process to evaluate & contract products/services with member businesses
- ▶ Develop a Kingdom Influencers of Commerce & Culture Leaders Training Program
- ▶ Partner with MKCo-Op & local area businesses to support ministry auxiliary functions and vice versa



# Community Development

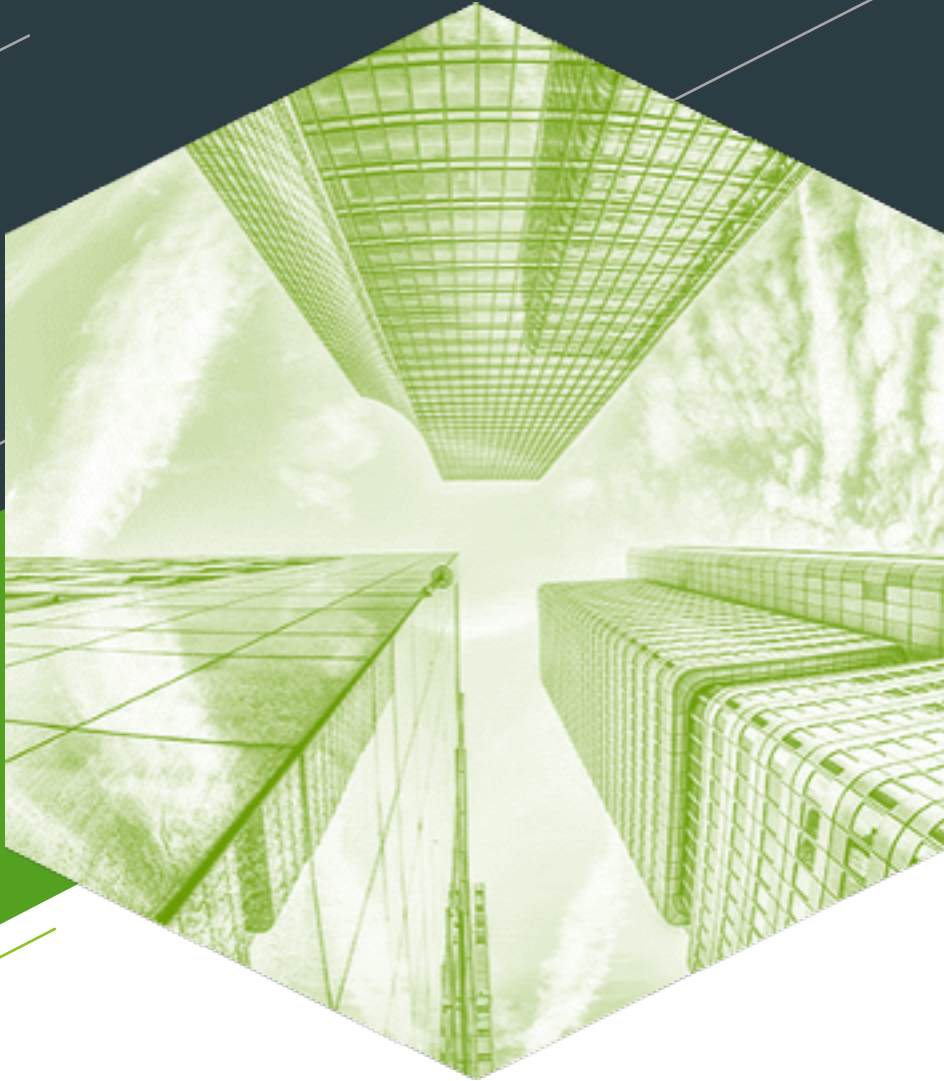
Strategy



# Possible Programming

## Implementation

- ▶ Establish Kingdom Influencers of Commerce & Culture Small Groups in Community
- ▶ Create an interactive series of educational workshops & seminars to expand knowledge and success of entrepreneurs
- ▶ Facilitate use of disciplined/trained volunteers in MKCo-Op/Community businesses



# Digital Development

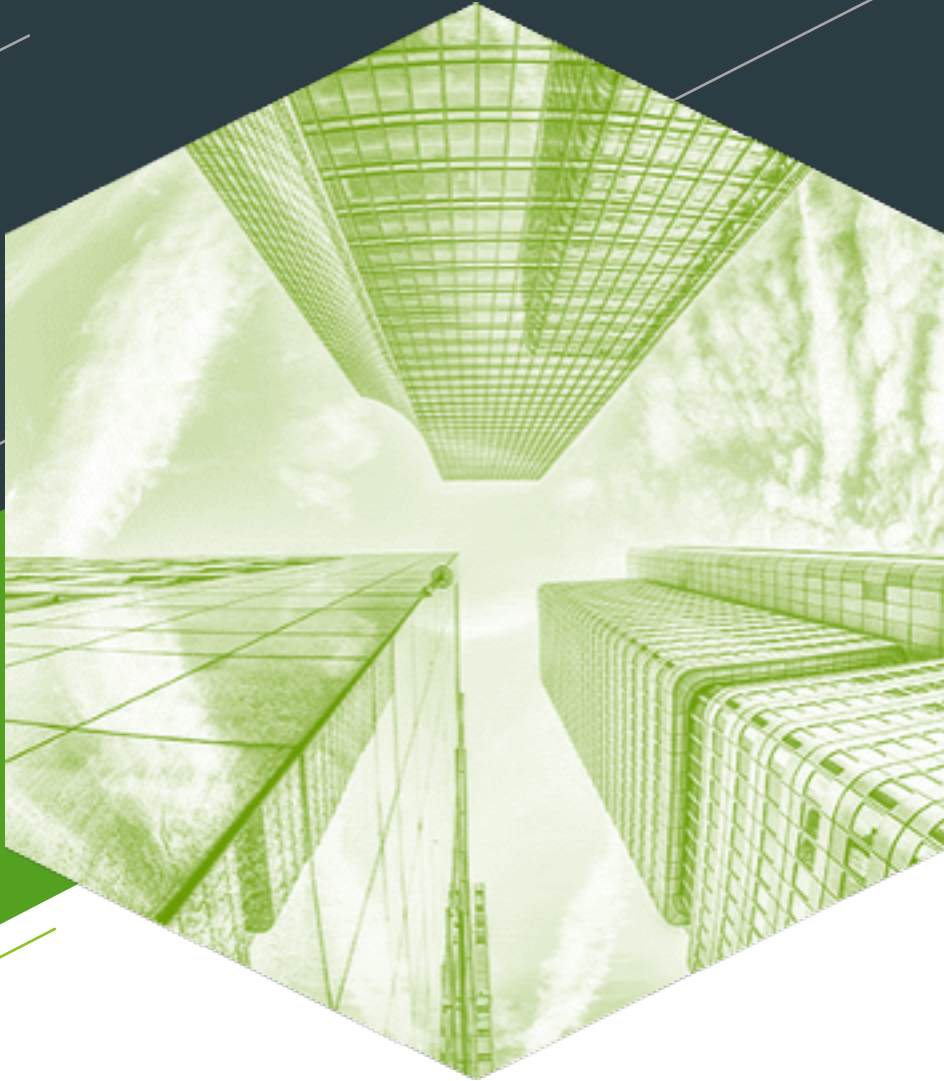
Strategy



# Possible Programming

## Implementation

- ▶ Develop an online virtual campus to facilitate digital connections/members
- ▶ Synchronize social media platforms with a strategic & brand-building focus
- ▶ Expand the ministry's vision for a global reach and success outside the four walls using MKConversations model for podcasting, digital media strategy, & live stream production



# Lifestyle/Social Development

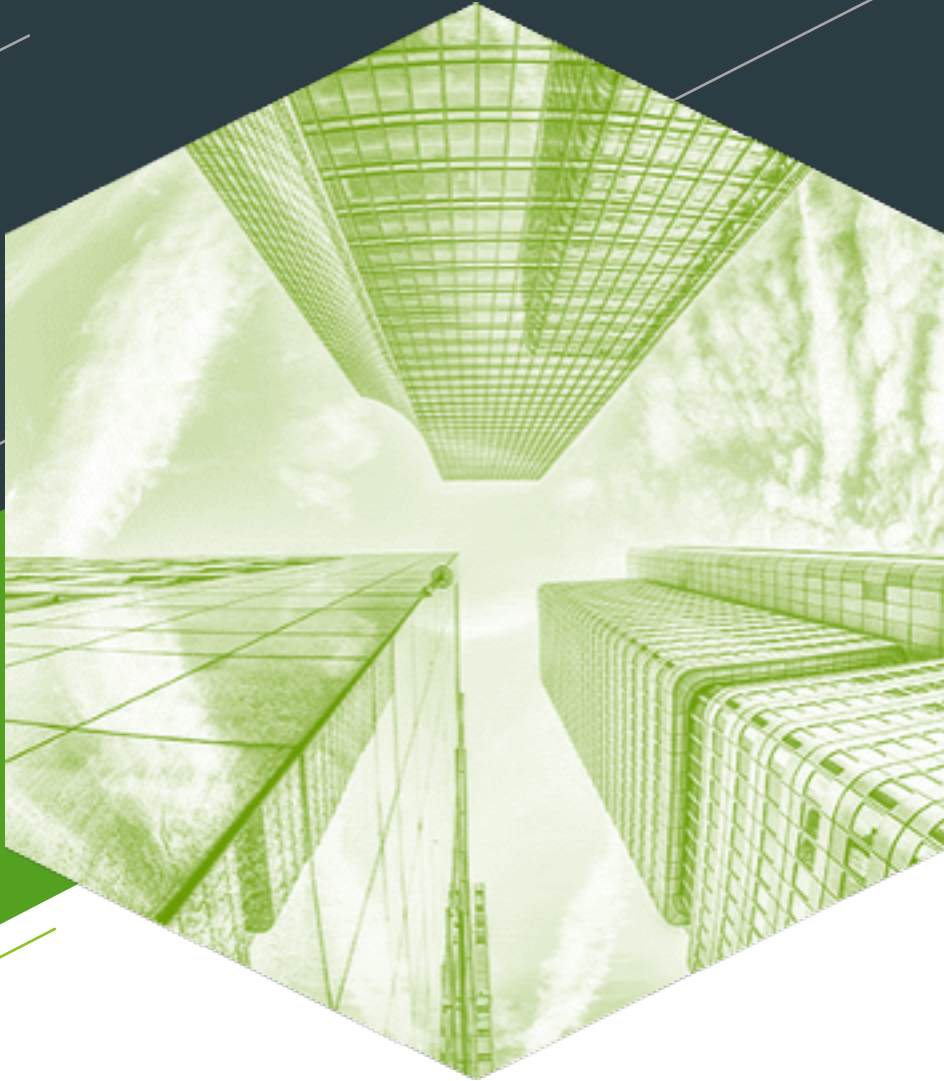
Strategy



# Possible Programming

## Implementation

- ▶ Implement MKConnections for new ways to leisurely & actively experience faith in the culture
- ▶ Uniquely connect with others outside of church using arts & entertainment
- ▶ Develop an interactive series of social engagements that demonstrate faith-driven lifestyle
- ▶ Establish mutually beneficial relationships with local venues, hotspots, local sport teams/enthusiasts, etc. for economic growth with faith community



# Global Development

Strategy



# Possible Programming

## Implementation

- ▶ Implement MKCountries & Continents to impact countries & people with a vision for entrepreneurship
- ▶ Develop partnerships with leading churches & corporations to provide cutting-edge training, leadership, & mentoring
- ▶ Sow mission dollars to invest in the next generation of leaders who are building & rapidly shaping their country's/continent's future.

# MKC Tools

\$1,000 - to develop the MKC model  
for your church:

- MKC e-Book (100 copies)
- MKC Organization  
Implementation Guide (5 copies)
- MKC Workbook (50 copies)
- MKC Custom Page on Website  
with regular reports (still in  
development)
- MKC Implementation Consulting  
(2 Hours)

# MKC Implementation

\$5,495\* - Half-day in-person session & support to implement the MKC Plan with your core leaders for your church:

- MKC Visionary (2 hours) + 3 months virtual support
- MKC Marketplace Excellence & Enrichment (1 hour)
- MKC Youth Programming (1.25 hours)
- MKC On-Line Learners Programming (1.25 hours)

\*Does not include travel, lodging, or ground transportation of facilitators



# MKC Implementation

(con't)

\$9,795\* - Full-day in-person session & support to implement the MKC Plan with your core leaders for your church:

- MKC Visionary (5 hours) + 9 months virtual support
- MKC Marketplace Excellence & Enrichment (1 hour)
- MKC Youth Empowerment Programming (1.5 hours)
- MKC On-Line Learners Programming (1.5 hours)

\*Does not include travel, lodging, or ground transportation of facilitators

# MKC Implementation

(con't)

\$42,750\* - 4.5 Full-day in-person sessions & support to implement the MKC Plan with your core leaders for your church:

- MKC Visionary (1.5 days) + 12 months virtual support
- MKC Marketplace Excellence & Enrichment (1 day)
- MKC Youth Empowerment Programming (1 day)
- MKC On-Line Learners Programming (.5 day)

\*Does not include travel, lodging, or ground transportation of facilitators

# MKC Implementation

\$105K Annual Plan\* - Marketplace Ministry Strategic Planning & Business Development Officer-providing day to day expertise to implement the MKC Plan with executive, core, ministry/auxiliary leadership, and congregants of the church as well as developing community, corporate, & strategic partners :

- MKC Visionary & Virtual support
- MKC Marketplace Excellence & Enrichment
- MKC Youth Programming
- MKC On-Line Learners Programming

\*Does not include travel, lodging, or ground transportation of facilitators



# MKC Assets

## Phases of Growth & Expansion

### Co-Op Training

Department/Ministry

Internal Outreach

External

Train The Trainer

Certification Program

### Conferences

Regional

National

International

Quarterly

Annual

### Connections

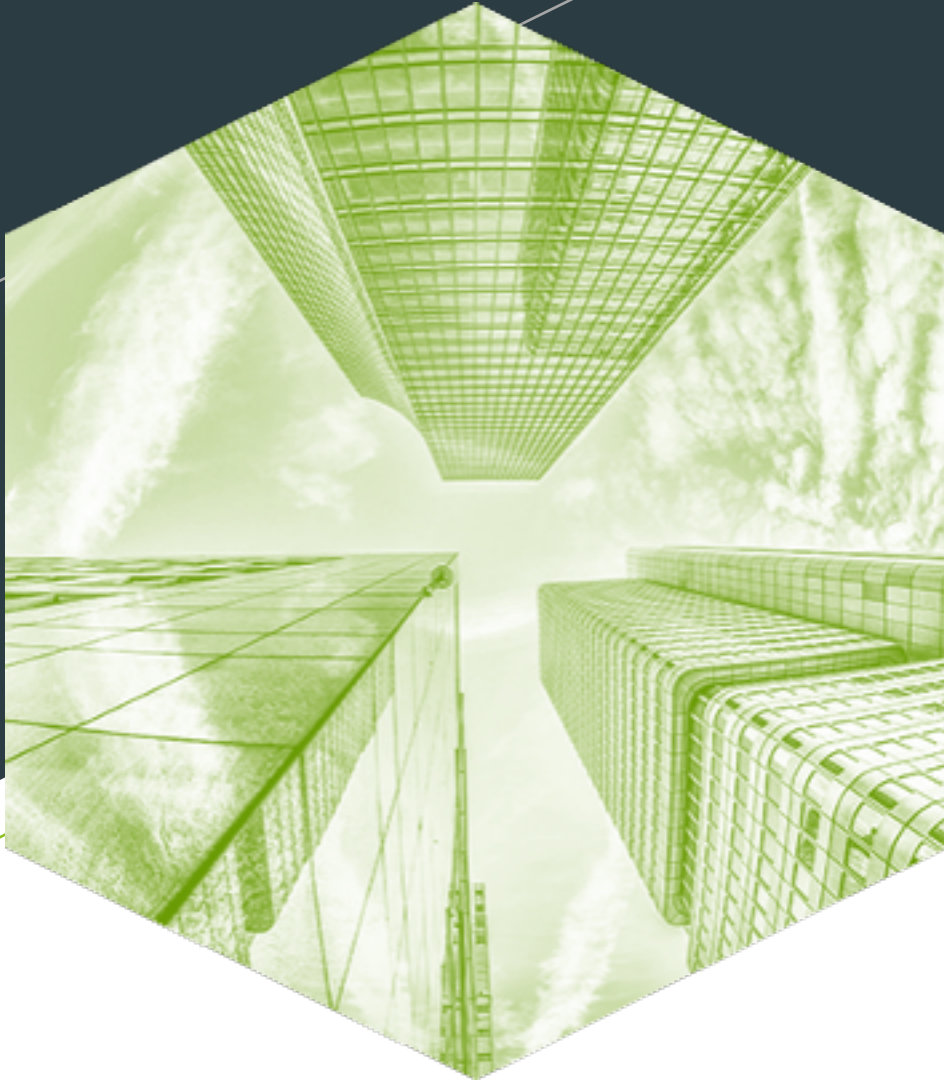
iLAEAxctive

UnRecognized Giants

Church Olympics

# Connect Now!

We invite you to innovate  
your ministry today



# Thank You!



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